Connecting with your customer…

New Employee Customer Service Overview

Creating Positive Memorable Customer Experiences

Your Experiences as a Customer

Think of your best and worst experiences as a customer. What did the service provider do that made these experiences memorable? Use your handout to write down at least four positive and negative behaviors by the service providers.

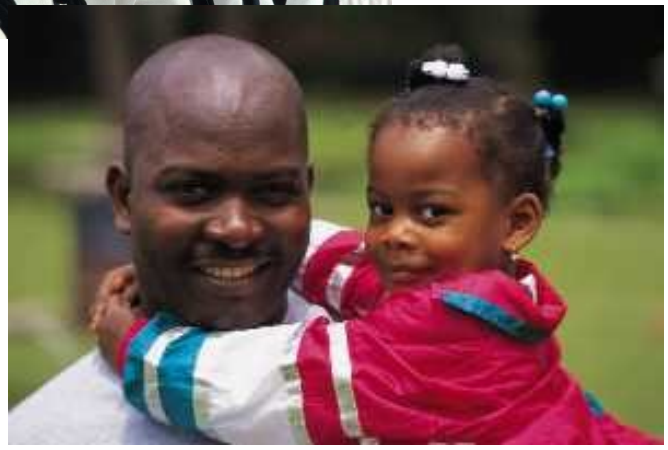
Positive Customer Experience	Negative Customer Experience

What is Customer Service?

Customer service includes all the things you do or say while helping customers. It also includes the policies, practices and procedures that affect the customer.

Excellent customer service is the ability of an organization to constantly and consistently exceed the customer's expectations.

Who Are Our Customers?



- Sailors (as well as active duty from the other Armed Services and Homeland Security)
- Family Members
- Reservists
- Retirees
- DoD Civilians
- Guests
- Co-workers
- Your chain of command

What Customers Want

- Friendly Service
  - Flexibility
    - Problem Resolution
      - Recovery

Identifying Customer Needs

Customers have two levels of needs when they use our facilities or programs:

- human level needs (customer service)
- business level needs (core service)

Exceeding customer expectations on both levels helps ensure positive memorable customer experiences.

Customer Service

The following four steps are the basic requirements for effective customer service.

- Greet the Customer
- Listen & Determine Their Needs
- Handle the Situation
- Close the Interaction

Greet the Customer

- Smile
- Ensure they fe welcomed
- Maintain eye contact
- Greet within 5 - 10 seconds
- Answer the phon within 3 rings

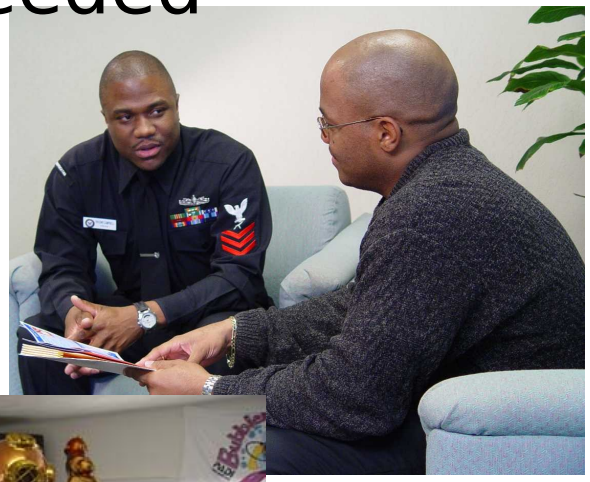
- Use a friendly tone of voice
- Use customer name if known/appropriat e
- Use polite words like “please” and “thank you”

Listen & Determine Their Needs

- Give full attention to what the customer is saying
- Ask questions to clarify or paraphrase to ensure full understanding
- Take ownership for helping the customer

Handle the Situation

- Assist the customer as appropriate to the situation and to your level of experience and empowerment within the organization
- Offer information or options if possible
- Ensure that the customer's needs are met or exceeded

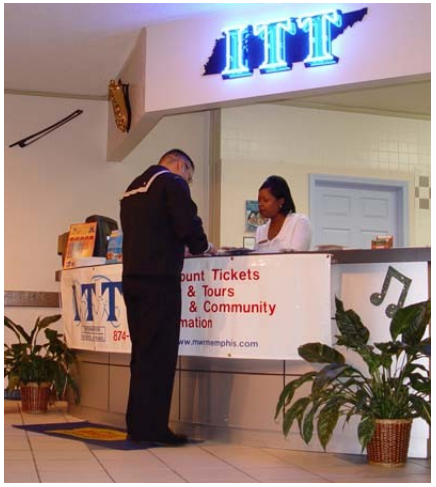


Close the Interaction

- Smile
- Say “thank you”
- Invite the customer to return
- Follow up if any action is required

First Impressions Count

- Attitude
- Appearance
- Product/program knowledge



COMMANDER NAVY INSTALLATIONS COMMAND
SUPPORTING THE WARFIGHTER

Customer Service…It's a Team Effort

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